

From: [Debbie Welsch](#)
To: [Rena Leddy](#); [Laurie Rosen](#)
Cc: [Ariana Gomez](#); [Kent Smith](#)
Subject: RE: Urban Dinner
Date: Tuesday, July 28, 2015 4:34:19 PM
Attachments: [image002.png](#)
[image003.png](#)
[image005.png](#)
[image006.png](#)

Hi Rena,

See my thoughts below. I'm available Monday to discuss, but see my initial thoughts.

Debbie Welsch
Capital Foresight Development
560 S. Main Street – *Mezzanine*
Los Angeles, CA 90013
C 310.702.0088
O 213.955.9200 ext. 104
debbie@capitalforesight.com

From: Rena Leddy [<mailto:rena@fashiondistrict.org>]
Sent: Tuesday, July 28, 2015 4:16 PM
To: Laurie Rosen; Debbie Welsch
Cc: Ariana Gomez; Kent Smith
Subject: Urban Dinner

Hi Debbie and Laurie,

As the two board members on our committee, we wanted to give you a quick update.

1. The street permit has been filed.
2. We have a tentative agreement with a wine distributor. See their website: www.fincalamalena.com They have a Malbec and Torrontes. The distributor is a friend of mine who is very excited to promote their wines. We still need to figure out the liquor permit situation.
3. The latest budget is attached. As you will see, our expenses are just about reaching our budget. We have assumed a ticket price of \$75 per head and have included some comps for committee members and two give-aways to Santee Village & @DTLAHappening. If we want to include lights and other amenities that night we definitely need to seek some kind of sponsorship. – I don't need to eat, but I will participate in the festivities (concierge person). I will be leaving around 9:30...just so happens I have a flight to China leaving that night at 11:50 that I couldn't change. Also, I am thinking why do we have comps for anyone other than committee members? These will sell out fast. I know of 30 people who will buy tickets...so I don't agree with comps to Santee Village. I don't have an issue for the other committee members (Rena/Ariana/Ariana/Lizette/Laurie R) You are working hard for this so yes, your tickets should be comp'd.
4. Chef Felix went down on his price slightly, but he has not responded to Ariana for a few days and now we are worried. Do we need to keep looking for a chef?? Yes, we look for another option...I think we call every chef in the fashion district (1800, Alma, Wood Spoon, New

Moon, Terroni, Bronzed Aussie and have everyone contribute a dish and in return they will get their names in the news. Felix is great, but we need to get leverage. The \$2000 in staff fees is high too. I know we need class acts, but if we have 8 people working, they will be making as much each as the band. This doesn't make sense to me. These restaurants may contribute.

5. We hope to have a draft of the graphics, promotional pieces etc. within the next few days.

I'd like to find some time for the four of us to brain storm on some of these items before we bring it to the committee with our volunteers.

Let us know your thoughts.

Rena Masten Leddy | Managing Director



LA Fashion District BID

110 E 9th Street Suite A 1175

Los Angeles, CA 90079

tel: 213-488-1153 x 713

fax: 213-488-5159

cell: 310-600-3247

www.fashiondistrict.org

